

New Newspaper, The Trib, Going on Sale in New York

By DEIRDRE CARMODY

The Trib, a new morning New York City newspaper, is scheduled to begin publication today.

The tabloid, which is to be issued Monday through Friday, will normally have 72 pages. The paper is printed in New Jersey, and plans are to distribute it throughout the metropolitan area.

The editor-in-chief, publisher and chief organizer of the paper is Leonard Saffir, who was an aide to James L. Buckley when Mr. Buckley was a Conservative-Republican United States Senator from New York.

The newspaper is owned by a group of about a dozen private investors, most of whom Mr. Saffir has declined to identify. However, he has acknowledged that he is the biggest stockholder and has confirmed a report that one of the investors is Richard Mellon Scaife, publisher of The Tribune-Review in suburban Pittsburgh.

Mr. Saffir has said that The Trib will have an "independent editorial policy."

The paper will cost 25 cents and will print only one edition a day, Monday through Friday. It should reach homes and newsstands within a 75-mile radius of the city early in the morning. The paper is aiming for an initial circulation of 200,000.

The Trib is only the second metropolitan New York morning paper to appear since 1924, when The Daily Mirror entered a field of more than a dozen daily newspapers. On Dec. 31, 1976, The News World was established by the Rev. Sun Myung Moon, founder of the Unification Church, and now has a circulation of 20,000 according to a spokesman.

The Trib's editor is John Denson, who was editor of The New York Herald Tribune in 1961 and 1962. The Herald Tribune's last issue was on April 24, 1966. Mr. Denson has also been editor of The Los Angeles Herald Examiner and Newsweek magazine and executive editor of The New York Journal-American. He is 73 years old and has been a newspaperman since the 1920's.

The art critic is Emily Genauer, former art critic of The New York Herald Tribune, who won a Pulitzer Prize for distinguished criticism in 1974 for her syndicated columns for Newsday, the Long Island newspaper. The dance critic is Walter Terry, former dance critic for The Herald Tribune.

The Trib has 112 employees, including those on the news and business sides. It will subscribe to a number of news services and syndicates, including United Press International, Reuters, the Scripps-Howard News Service and the Christian Science Monitor Service. Its syndicated columnists will include George Will, David Broder and William Raspberry.

The first few pages contain no ads and emphasize foreign, national and metropolitan news. There are special sections for gossip, style, entertainment, sports, business and finance, television and stock tables. There also is a special section called The Communicators, devoted to news of advertising, publishing, broadcasting, public relations, marketing and the business end of television.

The Trib came into being after considerable birth pangs. In August the IHT Corporation—which, with The New York Times Company and the Washington Post Company, jointly owns the International Herald Tribune—brought a trademark-infringement suit against The Trib. It charges that The Trib is the name by which both the old New York Herald Tribune and the International Herald Tribune are known and that the new Trib should not be allowed to use the name.

The Trib filed a denial in September. It declared that there were more than 250 newspapers in the United States with the word Tribune in their names, many of which were informally referred to as The Trib.

The paper also filed a counterclaim charging that The New York Times Company in conjunction with the International Herald Tribune and the IHT Corporation had conspired to prevent the new paper from coming out.

On December 29 IHT went to court again, seeking to enjoin The Trib from publishing under that name. The Trib filed a response last week, contending that "the granting of the injunction will literally destroy this newspaper."

"I am forced to admit," Mr. Saffir said in an affidavit, "it would be financially impossible to make the necessary changes in advertising and promotion and ever come out with a newspaper without a complete refinancing."

More papers were filed Friday in Federal District Court in Manhattan, but no date has been set for a hearing.

In the newsroom of the new paper at 711 Third Avenue, between 44th and 45th Streets, there are clusters of desks with computer terminals next to them from which copy can be sent electronically to printers in New Jersey. There are also various modern electronic equivalents of old-fashioned teletype machines and photo transmitters, Mr. Saffir says that about \$3 million has been spent to date on equipment, salaries, promotion and other expenses.

Contracts for Press Work

The Trib does not have one of the traditional major expenses that new newspapers often face. Instead of buying its own presses it has contracted with the Somerset Publishing Company in Somerset, N.J., to have the newspapers printed in offset at its plants in Somerset and Morristown. Trucks will take the papers when they come off the presses to 28 distribution points in the metropolitan area.

There are no unions at The Trib. According to Mr. Saffir, salary scales and benefits are comparable to those of other newspapers in New York City. He did not give details.

In October The Trib became involved in a controversy when William E. Simon, former Secretary of the Treasury, and William J. Casey, former chairman of the Securities and Exchange Commission and president of the Export-Import Bank in the Nixon and Ford Administrations, resigned from The Trib's board of directors after disagreements with Mr. Saffir. Mr. Saffir had charged that Mr. Simon was trying to gain financial and editorial control of the paper to further his own political ambitions.

One of the persons whom Mr. Simon reportedly tried to bring into "significant financial participation" in the paper was Robert H. Abplanalp, a close friend of former President Richard M. Nixon and a substantial contributor in the past to Republican political campaigns.

Mr. Saffir says he has commitments from "virtually every major retailer in the city" to advertise in the new paper. A full page ad cost about \$2,000.